

SEAMLESS SERVICE through advanced technology



ALI REZA IFTEKHAR
Managing Director & CEO, Eastern Bank

We offer a whole suite of savings account products to cater to every need of the customer, depending on gender, age, and residency status. For example, to cater to female customers, we have the EBL Women's Savings account, a tailor-made savings account where customers can enjoy seamless transaction experiences and numerous other special incentives. On the other hand, EBL 50+ Savings is a specialized account designed exclusively for those aged 50 and above. EBL Premium Savings is a tier-based savings account that allows customers to earn more interest as their savings increase and provides free life insurance facilities. Additionally, our Offshore Banking Deposit and NRB product suite, called EBL Matribhumi, caters to non-resident Bangladeshis and foreign nationals.

When onboarding a customer, we provide advice and recommend suitable products based on their financial needs, whether they require a loan or a deposit product. We also offer recommendations according to the customer's need for short-term, mid-term, or long-

term savings, with appropriate deposit products. EBL also has a specialized segment for high-net-worth customers—EBL Priority Banking—in which customers have dedicated Relationship Managers who provide them with well-rounded financial services tailored to their every need.

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A deeper understanding of the customer's needs and requirements is what we believe in. At EBL, we always maintain an open conversation with customers to understand what they are saving for and then

provide better solutions for the most important financial decisions in their lives.

At EBL, we have several monthly deposit schemes with attractive interest rates. Customers can choose between multiple tenure options and select a scheme with or without an initial deposit. For instance, the EBL Millionaire Scheme is a monthly deposit scheme where customers can earn BDT 1 million (before tax). These monthly schemes can help customers build their savings for any major financial need, such as buying a home or retirement. Similarly, customers can opt for smaller ticket DPS where they can customize the tenure and the monthly installment according to their choice.

We are living in the digital age, and digital platforms are key in helping individuals maintain their finances. EBL has always been committed to providing seamless customer service through state-of-the-art digital means. Through the EBL SKYBANKING App and the EBL Self Service (ESS) Portal, customers can enjoy all banking services and facilities from anywhere in the world.

HOLISTIC APPROACH to financial well-being



EMRANUL HUQ
Managing Director & CEO, Dhaka Bank

Dhaka Bank offers different savings and investment options for its customers. The major savings plans include: General Savings Account, Senior Citizen Accounts, Aroni Women's Savings Account, Student Banking Accounts, Sufola Accounts – dedicated savings account for farmers, Payroll Accounts – for corporate clients, Islamic Savings Accounts, and Joma Savings Accounts – dedicated to daily wage earners.

Our investment options for individual customers include Short Notice Deposits, Fixed Deposits, Deposit Pension Schemes, Nano Savings Scheme – digital DPS Scheme opened through bKash, Special Deposit Scheme, Lakhopoti Deposit Plans, Kotipoti Deposit Plans, Honorable Citizens Pension Scheme, and EduSavings Plan.

We assist our customers in managing and consolidating their debt by offering balance transfer options, providing debt consolidation loans, rescheduling/restructuring, giving reminders and alert services, suggesting payment plans, and conducting negotiations on how much customers can or need to pay if they have trouble paying back installments. In certain cases, the tenure is revised.

Dhaka Bank also plays a crucial

role in helping customers plan for their future by informing them regarding various DPS plans and providing them with long-term FDR schemes with high-value returns.

Moreover, we provide secured loans or overdraft facilities against customers' deposits to fill the shortfalls that they have during

We provide secured loans or overdraft facilities against customers' deposits to fill the shortfalls that they have during major investments.

major investments (car loan, home loan, or student file processing).

To enhance personal finance management for customers through digital platforms, Dhaka Bank has taken several steps:

DBL Go mobile app solution – Using the mobile banking application, customers can tag

multiple accounts and track their transactions through each account. Not only accounts, but customers can also tag their Dhaka Bank credit card and check its transaction history, available balance, total outstanding amount, minimum due payments, and payment date updates. Customers can track their loan history and payment updates similarly to that of credit cards. They can open and track DPS and FDR details.

Internet Banking – Similar to the mobile application solution, customers can avail themselves of all the same services through the internet banking solution.

Self-Banking Service – Customers can open FDRs and DPSs anytime and from anywhere using the portal. To provide hassle-free solutions, customers who successfully open an FDR or DPS will receive their acknowledgment via email.

Nano Loan Solution (eRin) – Dhaka Bank introduced an instant nano personal loan facility through the Dhaka Bank eRin platform. Dhaka Bank customers in need of urgent funds can instantly register their eRin ID and apply for a loan from BDT 1,000 to BDT 50,000. Customers can repay the amount within a tenor of 03 months or 06 months.

EMPOWERING HER WALLET Top Savings Schemes for Women

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"MTB plans to launch more savings schemes for housewives, widows, and economically disadvantaged women, emphasizing flexible savings, financial literacy, and small business loans. MTB Angona has already been enabling underprivileged women to join the formal financial system through instant account opening via the MTB e-KYC platform," shared the CEO of MTB.

MERCANTILE BANK

MBL Nari Sanchay Prokolpo (MNSP) is a dedicated monthly installment-based savings deposit product designed to cater to various financial needs, including education, entrepreneurship, marriage, travel, social support. Md Quamrul Islam Chowdhury, Managing Director of Mercantile Bank remarked, "MNSP is extensively designed for women to promote their financial independence through monthly installment. This product offers flexibility of different tenure and installment amounts ranging from BDT 500 to BDT 50,000, ensuring access to women from diverse backgrounds." The plan offers an attractive 8.50% simple interest rate and 8.84% effective interest rate per annum and allows premature encashment facility after completion of first year.

Aporajita Masik Munafa Prokolpo (AMMP) is another product for women offering a simple interest rate of 10.67% and effective annual interest rate of 11.21% per annum. Ashim Kumar Shaha, DMD of Mercantile Bank mentioned, "This deposit scheme is tailored for self-reliant, industrious women with a fixed amount of unused funds or retirement funds, providing them with the opportunity to earn the highest returns on their savings along with convenient banking services. Both residential and non-residential Bangladeshi females (individually or jointly) are eligible to open this account for 3 or 5 years with a minimum deposit of BDT 50,000 or its multiples." Payment of benefit will start after the first

month of account opening and will be automatically transferred each month to the depositor's savings account at any Mercantile Bank branch.

LANKABANGLA FINANCE

LankaBangla offers various savings plans for women under their Shikha deposit schemes. Shikha Icche offers a preferential interest rate higher than any regular term deposit, with flexible short and long-term investment options; however, the minimum deposit starts at BDT 50,000. It offers a customizable deposit plan and tenure, and access to SOD (loan against deposit) up to 90% of the principal amount with no processing fees. Khurshed Alam, Head of Retail Financial Services, LankaBangla Finance, said, "Women deposit schemes offer a 0.025% higher interest rate than regular deposit accounts. We also have Shikha Credit Cards

on a monthly, quarterly, half-yearly, and annual basis, starting with a minimum deposit of BDT 50,000, and Shikha Projolon has a shorter tenure than regular schemes, with the benefit of doubling or tripling the investment upon maturity.

Women-centric savings schemes are promoting regular saving habits and providing reliable financial avenues to women, expediting their journey to financial independence, inclusion, and empowerment. However, there is a caveat. In many cases, males deposit money under their wives' or daughters' names to avail themselves of the special interest rates or other benefits. LankaBangla's Head of Retail, Khurshed Alam, draws attention to this challenge, saying, "Upon maturity, many women request their money to be transferred to their husband's accounts. Sometimes we really struggle with this issue since Bangladesh Bank's policy

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with special discounts at parlors, footwear, or clothing outlets for female professionals using the schemes. Many female users are not aware of these benefits, which is why sometimes they do not want to avail themselves of separate credit cards under their names, but rather request a supplementary card linked with their husband's credit card."

Additionally, Shikha Sonchay is a monthly DPS that requires a minimum deposit of BDT 500 per month. Once the deposits reach BDT 50,000, the client will be eligible for up to 80% loan against deposit facility with no processing fees. Users of this plan enjoy the flexibility of encashment to earn the full value for completed tenures of 2, 3, 4, 5, or 10 years. Additionally, Shikha Obiroto provides options to earn interest

doesn't allow us to do so." Then, how effective are the women's schemes if females are not aware of personal finance?

Professor Md. Nehal Ahmed of BIBM opines that there is a strong correlation between women's personal finance awareness and their financial inclusion. He highlights that banks have crucial roles to play in this regard. "Banks can engage celebrities in financial literacy campaigns and utilize visual storytelling in short films or dramas to effectively promote saving habits and personal finance awareness among women from diverse backgrounds. Besides, more plans should be introduced for women with incentives and personalized financial solutions to drive inclusion across all demographics," he added.

SOUTHEAST HOME LOAN
Fulfilling Your Dream is Our Desire

- House/Flat Construction
- Home Renovation
- Apartment/House Purchase
- Takeover from other Bank/FI
- Construction of Semi Pucca House

Southeast Bank PLC.
a bank with vision

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